9/21/87 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD AUGUST

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 3.9 million units in August, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Monthly shipments increased by almost 200,000 units over August 1986, and year-to-date shipments gained almost 2.5 million units for increases of 5.3% and 8.3% respectively.

If shipments for the remaining four months simply equal last year's 15.3 million units, the industry will surpass the latest forecast of 46.3 million units for 1987 by 1.2 million units and set a new annual record -- the fourth consecutive annual record in recent history.

Fueling the drive to a new industry record are year-to-date shipment gains ranging from 1.4% to 34.5%. Only microwave ovens lag behind last year's eight-month total reflecting the anticipated leveling off of consumer demand.

According to industry estimates, the percentage of U.S. households owning at least one microwave oven will exceed 70% by year-end.

The high level of August shipments for several products offset decreases for microwave ovens (down 6.5%) and products in the kitchen cleanup category (down 1.7%).

Hot, humid conditions in many parts of the country triggered an

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increase of 120.5% in shipments of room air conditioners (195,800 units) resulting in the largest August shipments ever. 1987 has the potential to be the best year for room air conditioners since 1978.

Several other products showed noteworthy strength during the month in spite of less dramatic percentage increases.

It was the best August ever for washers (519,700 units), the second-best August for refrigerators (700,500 units), and the best August in 14 years for electric and gas dryers (294,400 and 87,000 units respectively).

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1987

	AUGUST			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	3,934.0	3,734.4	5.3%	32,223.4	29,751.2	8.3%
COOKING - TOTAL	1,249.4	1,302.8	-4.1%	9,701.0	9,649.7	0.5%
ELECTRIC RANGES - TOTAL	289.7	271.0	6.9%	2,210.2	2,138.0	3.4%
Free Standing	232.5	224.4	3.6%	1,778.6	1,754.9	1.4%
Built-In	57.2	46.5	23.0%	431.5	383.1	12.6%
MICROWAVE OVENS/RANGES**	977.5	1,045.5	-6.5%	7,607.9	7,631.8	-0.3%
HOME LAUNDRY - TOTAL	901.1	856.1	5.3%	7,004.8	6,387.0	9.7%
AUTOMATIC WASHERS	519.7	500.1	3.9%	3,982.3	3,716.1	7.2%
DRYERS - TOTAL	381.4	356.0	7.1%	3,022.5	2,670.9	13.2%
Electric	294.4	276.8	6.4%	2,351.7	2,092.6	12.4%
Gas	87.0	79.2	9.8%	670.8	578.3	16.0%
KITCHEN CLEAN UP - TOTAL	708.8	721.0	-1.7%	5,751.1	5,398.2	6.5%
DISPOSERS*	357.3	363.9	-1.8%	2,938.6	2,758.8	6.5%
DISHWASHERS - TOTAL	335.4	339.2	-1.1%	2,667.8	2,518.3	5.9%
Built-In	314.2	315.9	-0.5%	2,507.8	2,362.6	6.1%
Portable	21.3	23.3	-8.6%	160.1	155.7	2.8%
COMPACTORS*	16.1	17.9	-10.1%	144.6	121.1	19.4%
FOOD PRESERVATION - TOTAL	838.1	727.1	15.3%	5,718.0	5,292.5	8.0%
REFRIGERATORS	700.5	605.0	15.8%	4,832.8	4,419.7	9.3%
FREEZERS - TOTAL	137.6	122.0	12.8%	885.2	872.8	1.4%
Chest	73.1	63.2	15.7%	488.7	469.4	4.1%
Upright	64.5	58.9	9.5%	396.5	403.4	-1.7%
HOME COMFORT - TOTAL	236.7	127.4	85.8%	4,048.5	3,023.9	33.9%
ROOM AIR CONDITIONERS	195.8	88.8	120.5%	3,385.0	2,517.4	34.5%
DEHUMIDIFIERS*	40.9	38.6	6.0%	663.6	506.5	31.0%
GAS RANGES**	152.8	155.8	-1.9%	1,329.3	1,208.7	10.0%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
* Current month figures are preliminary.
** Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.

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TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987**	1988**
Cooking - Total	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	15,578	15,350	15,007
ELECTRIC RANGES - TOTAL	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,350	3,307
Free Standing	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,731	2,689
Built-In	817	881	756	555	498	417	563	577	574	598	620	618
MICROWAVE OVEN/RANGES	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	12,444	12,181	11,873
Home Laundry - Total	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,468	10,298
WASHERS - TOTAL	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,930	5,820
Automatic	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,930	5,820
Wringer & Other	194	200	186	124	88	64	69	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,538	4,478
Electric	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,528	3,494
Gas	736	757	768	682	640	584	672	754	834	936	1,010	984
Kitchen Clean Up - Total	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,572	8,450
DISPOSERS	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,348	4,304
DISHWASHERS - TOTAL	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,009	3,934
Built-In	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,751	3,679
Portable	651	586	504	384	291	214	262	246	248	255	258	255
COMPACTORS	277	300	293	235	191	148	157	182	177	194	215	212
Food Preservation - Total	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	7,930	7,805
REFRIGERATORS#	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,703	6,585
FREEZERS - TOTAL	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,227	1,220
Chest	852	835	1,039	963	889	726	702	650	634	661	665	663
Upright	746	686	902	789	717	614	639	631	602	561	562	557
Home Comfort - Total	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	3,960	3,703
ROOM AIR CONDITIONERS	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,360	3,113
DEHUMIDIFIERS	319	442	685	673	536	440	437	591	588	555	600	590
All Major Appliances	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	45,072	46,280	45,262
Gas Ranges##	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	1,966	NA	NA

* 000 Omitted
** Forecasts as of August, 1987
\# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

9/16/87